



Second   
St. John's Century  
C A M P A I G N

2017

## THE CHALLENGE

**What was George Bliss feeling as he opened the doors to St. John's on the lawn of Smith College?** As we enter the next 100 years of our ministry we hope everyone will encounter the joy he must have felt. After almost 3 years of prayer, factfinding, and consultation we are kicking off the Second Century campaign. Renewing and reshaping this historical building serves our vision of loving each other and spreading the good news of the gospel to our community. With feedback from many voices we have established a set of priorities which will be the roadmap for this multi-phase project.

To start, there will be electrical and kitchen updates, fire sprinklers, sanctuary improvements, and an elevator. These elements will bring our building up to code, increase safety and access, and create the foundation for our future. We prepare St. John's for the next and bigger steps of our vision to the glory of God.

The work of the Second Century campaign will strengthen our ability to serve each person who worships, learns, cooks, eats, meets, recovers, sings, dances, and prays in this space. We invite you to approach the campaign prayerfully, considering with an open heart the church you support with your attendance and resources. Imagine walking into this place where we pray, celebrate our life together, and sing praises to God knowing that you helped to renew and sustain it. Our fond hope is that over the years you are filled with joy knowing that we did this together.

*“For I know the plans I have for you,” declares the LORD, “plans to prosper you and not to harm you, plans to give you hope and a future.”*

Jeremiah 29:11



## THE CHALLENGE

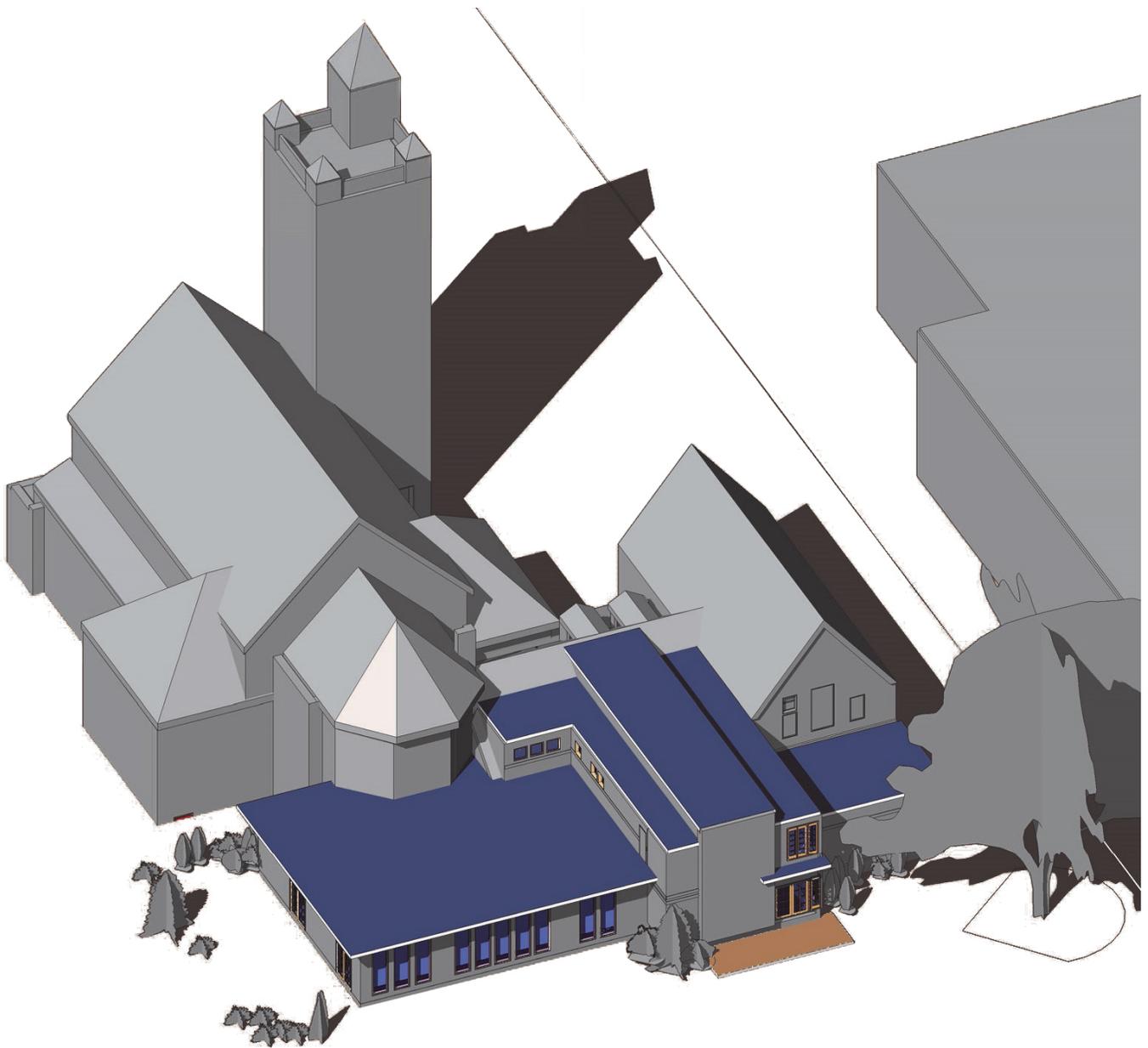
*Without a vision, the  
people perish.*

Proverbs 29:18



St. John's Episcopal Church has been blessed throughout its history with parishioners who have responded generously when called upon to support the parish with their time, talent and treasure. We move forward with hope as we strive to provide a bright future for coming generations.

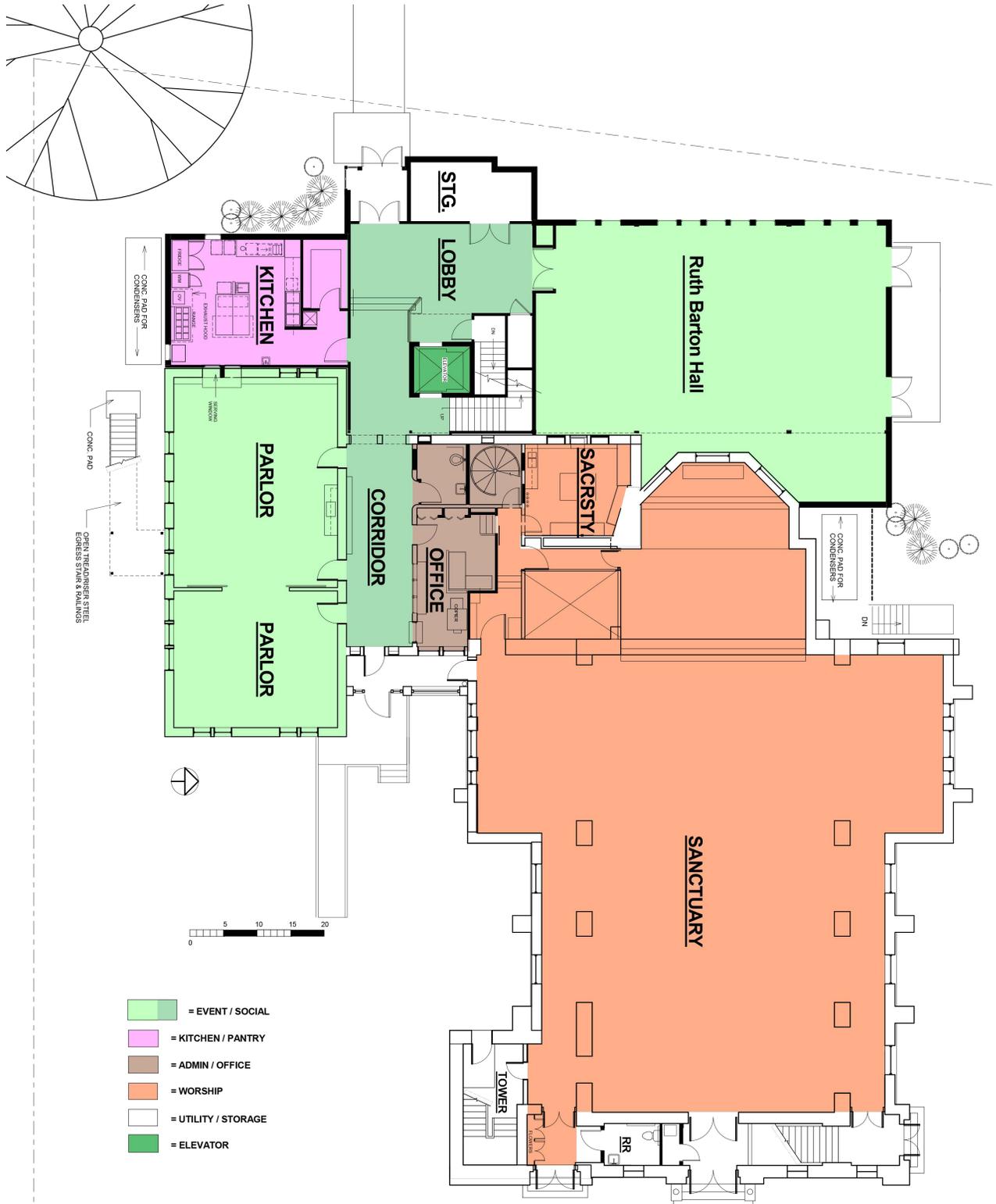
# THE BIGGER PICTURE



*I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in, I needed clothes and you clothed me, I was sick and you looked after me, I was in prison and you came to visit me.” Then the righteous will answer him, “Lord, when did we see you hungry and feed you, or thirsty and give you something to drink?” The King will reply, “I tell you the truth, whatever you did for one of the least of these brothers of mine, you did for me.”*

Matthew 25:35-40

Elevator tower is installed and stairs are moved to the back edge of the parish house. Offices are reconfigured into a compact suite in the core of the building. Church office is a welcoming space at the front door. Kitchen is moved to a new addition behind the parlors.

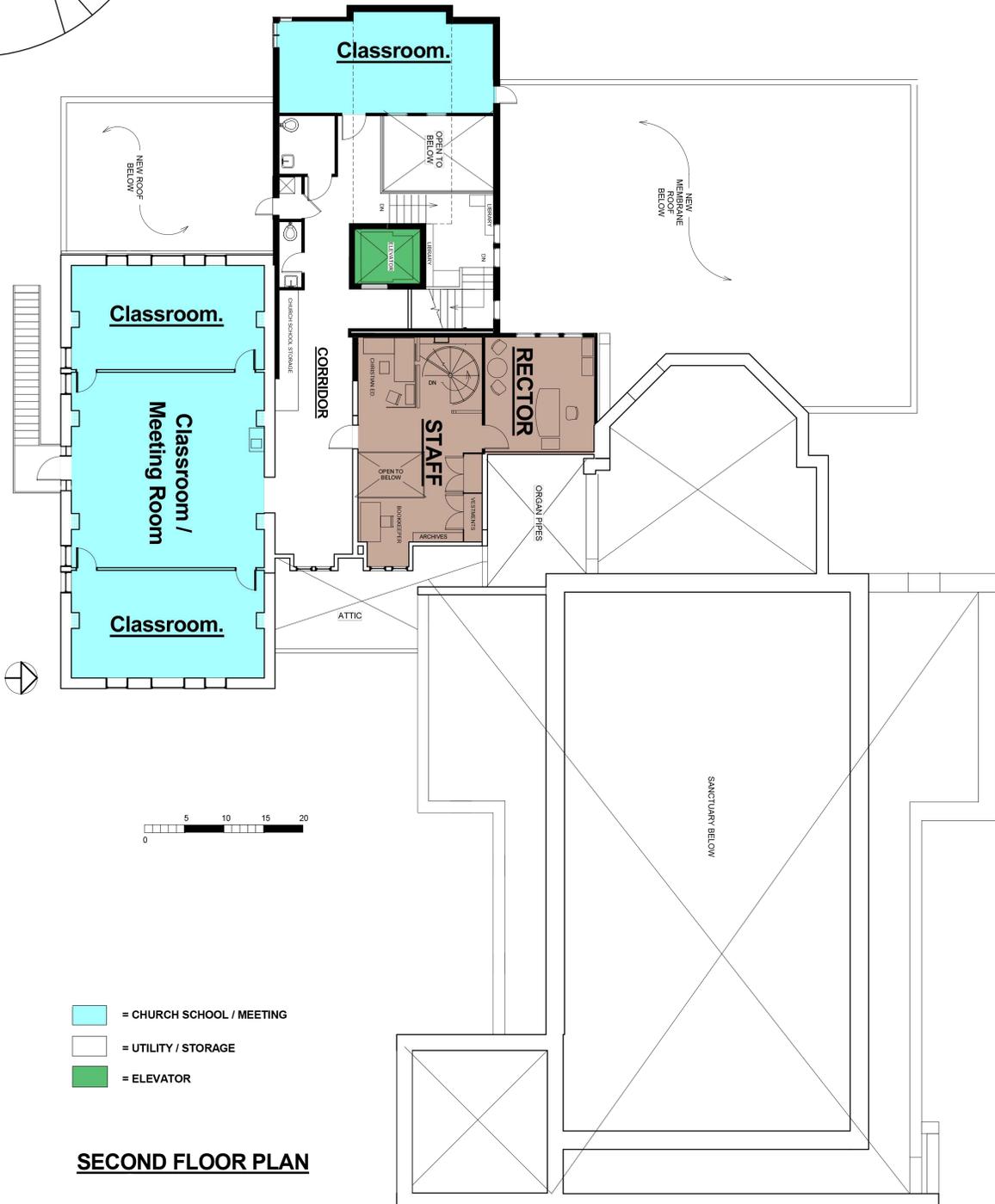
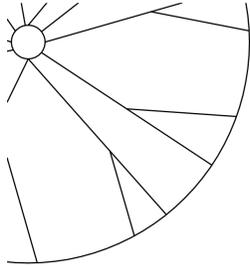


- = EVENT / SOCIAL
- = KITCHEN / PANTRY
- = ADMIN / OFFICE
- = WORSHIP
- = UTILITY / STORAGE
- = ELEVATOR

**FIRST FLOOR PLAN**

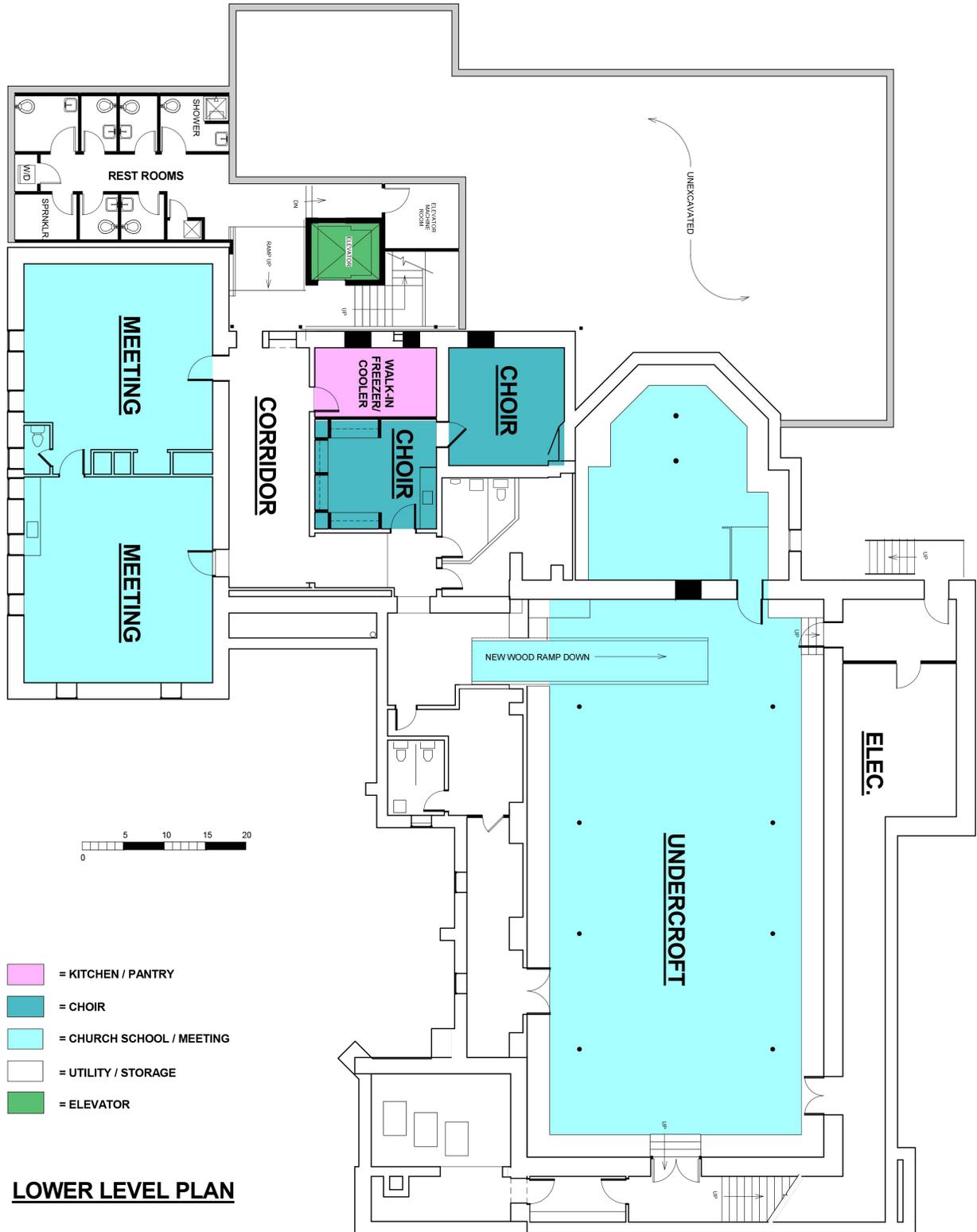
# 2nd Floor

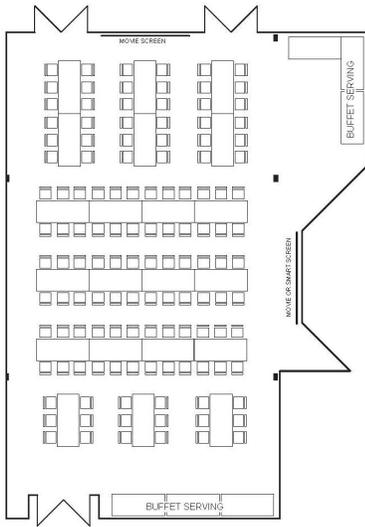
Current upstairs is renovated to one level floor. Bathrooms and serving area/ holding kitchen are added. Large social hall with windows for natural light provides space for 150 at a seated gathering. Roof patio is above the new kitchen addition and adds fire egress.



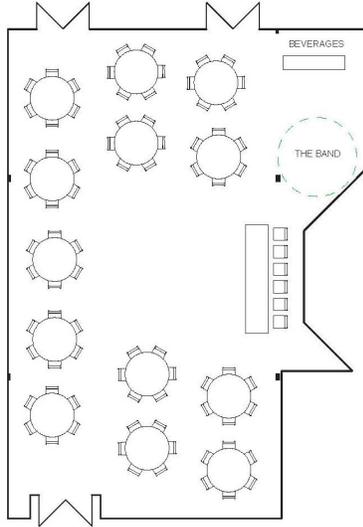
# Basement

Elevator makes the basement (finally!) accessible. Current undercroft and kitchen is reconfigured into choir room and meeting spaces accessible by ramp. Classrooms are reconfigured and landscaped from the outside to provide natural light. Space below new kitchen provides much needed storage.

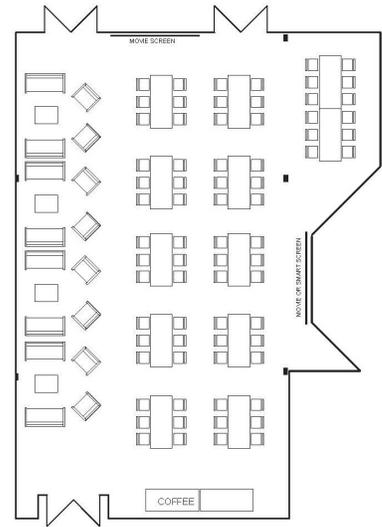




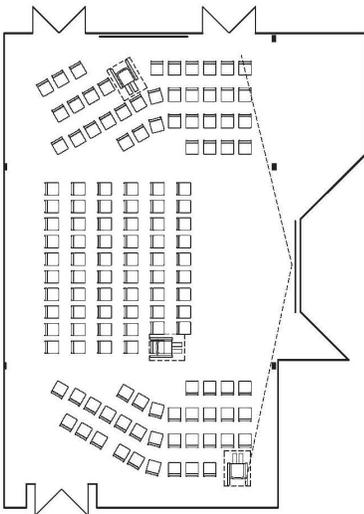
CHURCH SUPPER @ 126 SEATS



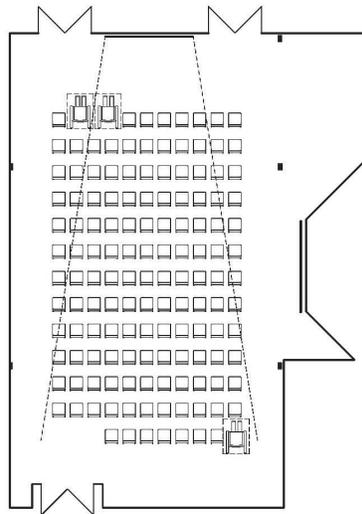
CATERED WEDDING RECEPTION @ 80 GUESTS



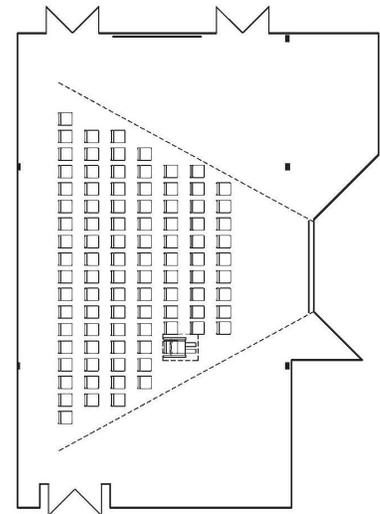
STUDY HALL @ 96



CONCERT @ 142 SEATS



FILM/LECTURE @ 140 SEATS



FILM @ 95 SEATS

# Possible Seating Arrangements

## WHAT WE'RE ASKING OF YOU

*Everyone must give according to what they have inwardly decided; not grudgingly, for God loves a cheerful giver. God can multiply the favors among you so that you will always have enough of everything and even a surplus for good works.*

II Cor 9:7-8

**1. We are asking you to consider a leadership pledge to our campaign.**

Read over the information contained in this packet and prayerfully consider a sacrificial gift to the best of your ability. This gift could be paid with a 10% down payment and monthly installments over a three-to five-year period. If your situation permits a more substantial pledge, your extra generosity will be most appreciated.

Remember, not everyone can give at the same level. However, everyone can make the same sacrifice.

**2. Complete the enclosed letter of intent.** State the total amount of your gift, enclose your down-payment check, and select the payment plan you prefer for the remainder of your intended gift.

Payment reminders will be mailed to you based on the schedule you select on your letter of intent—monthly, quarterly, semi-annual, and annual options are available.

**3. Mail your completed form to the parish or drop it in the Sunday collection.** We are asking all parishioners to make their pledge within two weeks. This will give our campaign the needed momentum for success.

Total Pledge	10% Down Payment	3 Annual Payments	4 annual Payments	5 annual Payments
\$50,000	\$5,000	\$15,000	\$11,250	\$9,000
\$30,000	\$3,000	\$ 9,000	\$ 6,750	\$ 5,400
\$25,000	\$2,500	\$ 7,500	\$ 5,625	\$4,500
\$20,000	\$2,000	\$ 6,000	\$ 4,500	\$3,600
\$15,000	\$1,500	\$ 4,500	\$ 3,375	\$2,700
\$10,000	\$1,000	\$ 3,000	\$ 2,250	\$1,800
\$5,000	\$ 500	\$ 1,500	\$ 1,125	\$ 900

## WHAT WE'RE ASKING OF YOU

### **As you make your pledge, please remember...**

- Payments are to be made over a period of three to five years.  
To start, a 10% down payment is suggested.
- Gift payments are in addition to your regular annual contributions which pay for the day-to-day operations of St. John's.
- Payment reminders and a special payment envelope will be mailed to you in accordance with your payment plan.
- Payments toward your gift are tax-deductible.
- A letter of intent is not legally binding but rather, an indication of your intention to contribute.
- Please make checks payable to the *St. John's Second Century Campaign*.

You are the only one who can decide what to contribute. Your decision is a personal one. It should be made in a spirit of committed Christian stewardship. We anticipate that everyone will make a gift proportionate to his/her means. All contributions, from the smallest to the largest, will be gratefully appreciated. What you give will be held in the strictest confidence.

### **An appeal for special generosity...**

Whatever you decide to contribute should be related to how you live and to the blessings God has bestowed upon you. If you are financially able to pledge as much as \$10,000, \$25,000, \$50,000 or more, we ask you to be leaders in our campaign with these more substantial gifts.

### **Tax advantages of thoughtful giving**

Federal and state laws on income and inheritance taxes encourage charitable giving. All annual contributions to our campaign are tax deductible for those who itemize their deductions.

Because each family situation is unique, we urge you to discuss your commitments within your family. You may also wish to discuss it with your financial advisor to see which plan would be most beneficial to you and to St. John's.

*Give, and it will  
be given to you.  
A good measure,  
pressed down,  
shaken together and  
running over, will be  
poured into your lap.  
For with the measure  
you use, it will be  
measured to you.*

Luke 6:38

## SMART GIVING

*If it is encouraging,  
let one encourage; if  
it is contributing to  
the needs of others, let  
one give generously;  
if it is leadership, let  
one govern diligently;  
if it is showing  
mercy, let one do it  
cheerfully.*

**Romans 12:8**

**If you are considering giving a gift to your church or diocese, you may want to consider making a donation of appreciated stock or mutual fund shares rather than a cash gift.**

Charitable contributions of appreciated securities provide two potential income tax advantages.

1. The charitable deduction which is the fair market value of the security at the time of the gift.
2. There is no taxation on the capital gain on the sale of the security, if held for one year.

*Here's an example:*

You donate 100 shares of stock which are valued at \$50 per share on the date of the gift. Your charitable contribution is \$5,000. If you're in the 28% tax bracket, you save \$1,400 in taxes for your charitable gift.

If you bought the stock at \$20 per share, your capital gain would be \$3,000.

By donating the stock, there's no gain on which to be taxed. Again, in the 28% tax bracket, the capital gains tax is 15%, resulting in an additional savings of \$450.

In this case, your church or diocese receives a \$5,000 gift which costs you just \$3,150.

### **How the Trustees for the Diocese of Western Massachusetts Can Help**

Since many churches do not have a brokerage or fund account to receive shares of securities, the Trustees can receive such gifts on behalf of an Episcopal parish, the diocese or other organization within our diocese and sell the shares through our broker for a modest fee. The proceeds can be sent to a church, diocese or other organization, or they can be invested with the Trustees for the benefit of a church, diocese or other organization of the diocese. Just complete the enclosed donation form and reference the wire instructions to make your gift.

***Please be sure to consult your financial and legal advisors when considering charitable gifts.***

## SMART GIVING

### ***Make a Bequest in Your Will***

Perhaps the easiest and most common way of making a planned gift is by a bequest in your will. You can designate specific amounts, a percentage of your estate, or a specific asset, and you can name one or more beneficiaries.

### ***Make the Church a Beneficiary of Life Insurance***

If you own a policy that is “paid up” or no longer needed for liquidity in your estate, you might consider making your church the beneficiary. Or apply for a new policy, owned by the church and naming it as beneficiary, with the premiums paid by you.

### ***Make the Church a Beneficiary of Retirement Plans***

Designating your church as the beneficiary on deferred income tax retirement accounts (such as an IRA or 401(k)) is a way to make a gift to the church, often with significant income and estate tax savings.

### ***Make a Planned Gift that Provides Income***

Charitable gifts such as Charitable Gift Annuities or Pooled Income Funds provide income for life and afterwards provide a major gift to the Church. (These gifts are administered through the Episcopal Church Foundation.)

### ***Gifts of Real Estate***

A home, farm or land may have so appreciated in value through the years to the degree that its sale would mean a sizeable capital gains tax. By donating this property to St. John’s Church, you avoid the tax and receive a charitable deduction within the allowances of IRS regulations.

***Please be sure to consult your financial and legal advisors when considering charitable gifts.***

*For where you  
treasure is, your  
heart will be also.*

Matthew 6:21

GIFTS TO REACH GOAL



Gift Range	No. Gifts required	Subtotal	Cumulative Total	Cumulative Percentage
\$700,000	1	\$700,000	\$700,000	35%
\$130,000	1	\$130,000	\$830,000	42%
\$98,000	1	\$98,000	\$928,000	46%
\$65,000	2	\$130,000	\$1,058,000	53%
\$49,000	3	\$147,000	\$1,205,000	60%
\$33,000	5	\$165,000	\$1,370,000	69%
\$25,000	8	\$200,000	\$1,570,000	79%
\$17,000	10	\$170,000	\$1,740,000	87%
\$8,200	12	\$98,400	\$1,838,400	92%
\$3,300	12	\$39,600	\$1,878,000	94%
under \$3,300	70 - 95	\$122,000	\$2,000,000	100%
Totals	125 - 150		\$2,000,000	

LETTER OF INTENT



Name: \_\_\_\_\_

Address: \_\_\_\_\_

***Please make checks payable to St. John's Church Second Century Campaign***

It is My/Our Intent to give to the Campaign as follows:

TOTAL GIFT: \_\_\_\_\_

DOWN PAYMENT: \_\_\_\_\_  
(10% recommended)

BALANCE DUE: \_\_\_\_\_

I prefer to pay the balance  Monthly  Quarterly  Semi-Annually  Annually  
Over a period of  1 Year  2 Years  3 Years  4 Years  Other

I recognize the needs of St. John's Episcopal Church in the Second Century Campaign. It is my plan to give a gift as indicated above. This intention is subject to modification if changed conditions should warrant. It is understood that this does not obligate my family or my heirs, although they may desire to complete the payment knowing of my interest in the program. It is my serious intention to carry out the foregoing plan and to support the campaign. It is also understood that I may increase the gift I have indicated if I choose to.

Signed \_\_\_\_\_



TRUSTEES FOR THE DIOCESE  
OF WESTERN MASSACHUSETTS

37 Chestnut Street | Springfield, Massachusetts 01103

Norman G. "Mick" Kalber  
Executive Director

Telephone: (413) 737-4786, ext. 14  
E-mail: mkalber@diocesewma.org

**Procedure for Donation of Stock to an Episcopal Parish, Diocese or Other  
Organization with Assistance of the Trustees for the Diocese of Western Massachusetts**

Date: \_\_\_\_\_

Donor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Stock Name: \_\_\_\_\_ Number of Shares: \_\_\_\_\_

***Given to St. John's Church Second Century Campaign  
48 Elm Street, Northampton, MA 01060***

Proceeds are to be (check one):

\_\_\_\_\_ sent to the Episcopal parish, diocese or other organization

\_\_\_\_\_ invested with the Trustees for the Diocese of Western Massachusetts for the benefit of a parish  
of the diocese, the Diocese of Western Massachusetts or other organization of the diocese

If proceeds are to be invested with the Trustees, indicate (existing or new) fund name:

\_\_\_\_\_

***On reverse are wiring instructions to the Trustees' custodian, Bank of America.***

**BANK OF AMERICA**  
**STOCK GIFT WIRE INSTRUCTIONS**

Send to: Bank of America  
DTC Number: 0955  
Customer Account Number: 4216100-8514781  
Customer Account Name: Trustees Diocese West Mass – Gift Account  
Attention: Deborah A. Snook, (503) 795-6325

Please notify Mick Kalber, Executive Director of the Trustees,  
before you wire assets. Also, assets cannot be accepted during the last ten  
days of a quarter.

[mkalber@diocesewma.org](mailto:mkalber@diocesewma.org) | 413-737-4786, ext. 14

# Second St. John's Century

C A M P A I G N

The logo features a circular medallion with a black and white illustration of St. John the Evangelist. He is depicted from the chest up, wearing a long, flowing robe. He holds a chalice in his right hand and a book in his left. The medallion is surrounded by a decorative border of small white dots.

## ***Executive Team***

Catherine Munz, Rector  
Lee Anderson, Sr. Warden  
Martha Jenkins, Jr. Warden  
Penny Johnson, Committee Chair  
Sean Sexton, Committee Chair

## ***Building Team***

Penny Johnson, Chair  
Shawn Allen  
Nancy Howard

## ***Fundraising Team***

Sean Sexton, Chair  
Nancy Harvin  
William Scaife

## ***Second Century Team***

Penny Johnson, Shawn Allen, Elise Gibson, Catherine Wanat, Barbara Kellum, Dave Reckhow, John Lutz, Lee Anderson, Nancy Howard, Sean Sexton, The Rev. Catherine A. Munz, Patti Hillenbrand, Helen O'Grady, Jeffrey Lindequist, Maureen McElligott, William Scaife, Olivia Leone, Richard Jaescke, Donald Robinson, David Rosenburger

## ***Fundraising Consulting***

Cornerstone Fundraising, Don Dowdell

## ***Architectural Consulting***

Gillen Collaborative Architects, Carol Vincze

## ***Vestry 2013***

Lee Anderson, Sr. Warden  
Martha Jenkins, Jr. Warden  
Sean Sexton, Clerk  
Alan McBride, Treasurer  
Maureen McElligott  
Priscilla Lane  
Richard Jaescke  
David Rosenberger  
Helen O'Grady  
Jeffery Lindequist

## ***Vestry 2014***

Lee Anderson, Sr. Warden  
Martha Jenkins, Jr. Warden  
Sean Sexton, Clerk  
Jim Cronk, Treasurer  
Maureen McElligott  
Priscilla Lane  
Richard Jaescke  
Jeffery Lindequist  
Shawn Allen  
Penny Johnson  
Melissa Nykorchuk

***Prepared February 2014***

*Second Century Logo and Graphic Design by Lisa Stowe, black cat creative*

